

## How to explain the LifeCurve™

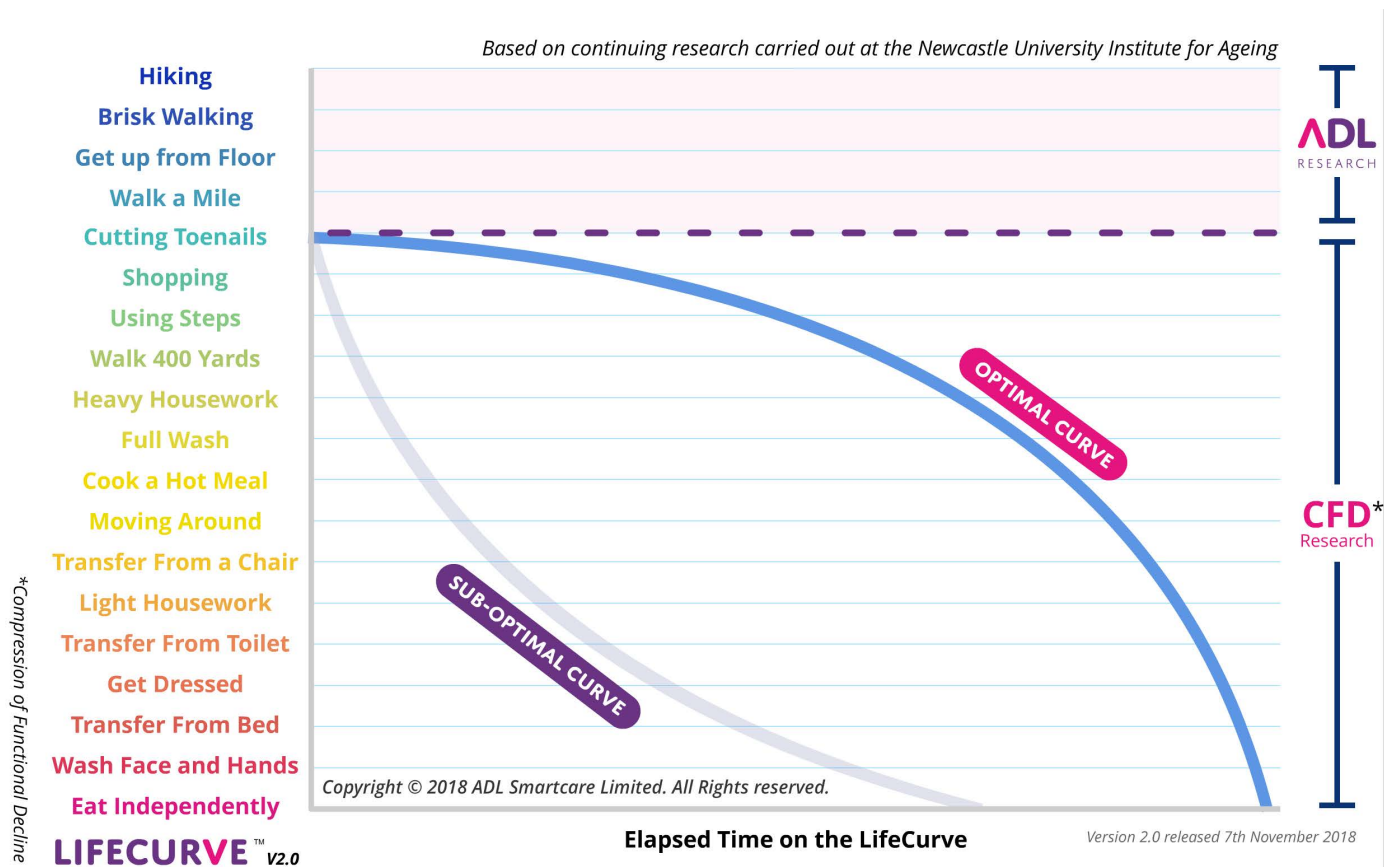
The LifeCurve™ has been developed from years of work by our ADL Research division, based at Newcastle University. We now know that people lose their ability to do daily tasks in a predictable order. This knowledge allows you to focus your prevention, re-ablement and equipment services where they are most effective.

The cumulative knowledge from your population's usage of the LifeCurve™ can give insight into their current and future needs, and how local public, 3rd sector and private services and gaps might shape demand over time.

## Displaying the LifeCurve™ graph

The LifeCurve™ graph can be displayed as long as the following requirements are met:



- The copyright notice from the image must always be shown.
- "Based on continuing research carried out at the Newcastle University Institute for Ageing" must remain on the image.



When discussing the LifeCurve™ on social media it would be great if you use the hashtag **#LifeCurve**.

## Typography

LifeCurve™ must be always be written as shown in the table below:

	LifeCurve™
	Lifecurve, Life Curve, lifecurve, lifeCurve, etc

## Use of the logo

To ensure brand consistency, always use the logo as detailed in these guidelines. Only use the master artwork. Never redraw or distort the artwork in any way.

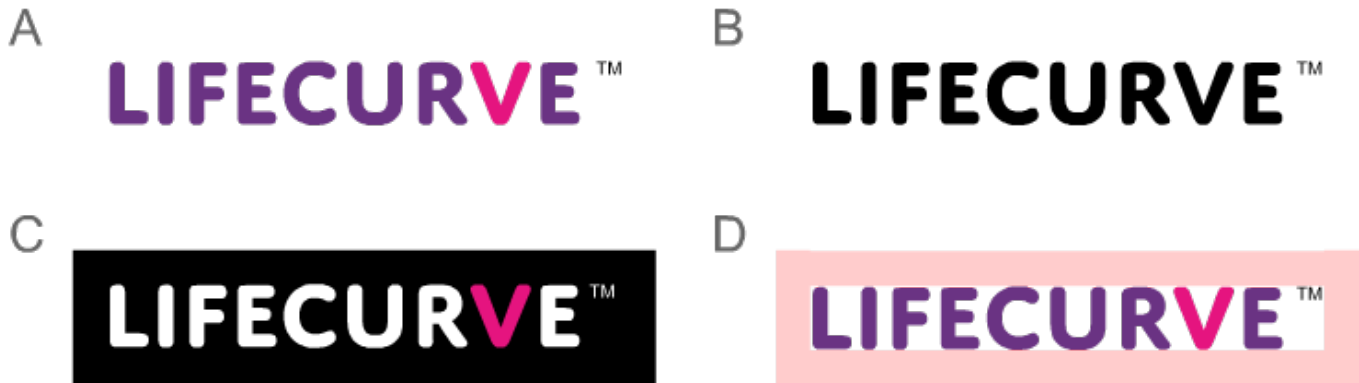
**LIFECURVE™**

The way in which the elements (colour line and name) work in practice is illustrated left. The configuration shown to the left must never be altered unless otherwise stated; always use the artwork provided.

The logo can be used in full colour **(A)**, black **(B)** or inverted **(C)**.

The minimum size for reproduction of the logo is 35mm wide.

The logo should always be used prominently and legibly, with an exclusion zone of at least **4mm** to ensure that it is not compromised by other elements. **(D)**



The LifeCurve™ branding pack can be requested from **Chris Gray** by emailing [chris.gray@adlsmartcare.com](mailto:chris.gray@adlsmartcare.com)